depa

MINISTRY OF DIGITAL ECONOMY AND SOCIETY

SMART CITY Thailand

Thailand's Digital Transformation Journey:

From Policy to Outcomes: Sharing Progress with NCA Partners

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Digital Economy Promotion Agency (depa) of Thailand

Digital Economy Promotion Agency (depa):
A Government Agency Established under the Digital Economy Development for Economy and Society Act B.E. 2560 (2017)

VISION

Every day, we utilize intelligent solutions to foster a world-class digital economy, empowering individuals to improve their performance, expedite their thinking, and enhance their quality of life.

MISSION

Develop
National policies and plans for sustainable digital development

Promote
investment and business operations in the digital industry and innovation.

Co-operate
Digital industry and innovation development

Support
Inclusive digital workforce development

Propose
Regulation, measure, and digital sandbox

E EQUALITY
Q QUALITY
S SMART
S SERVICE MINDED
S SIMPLIFIED

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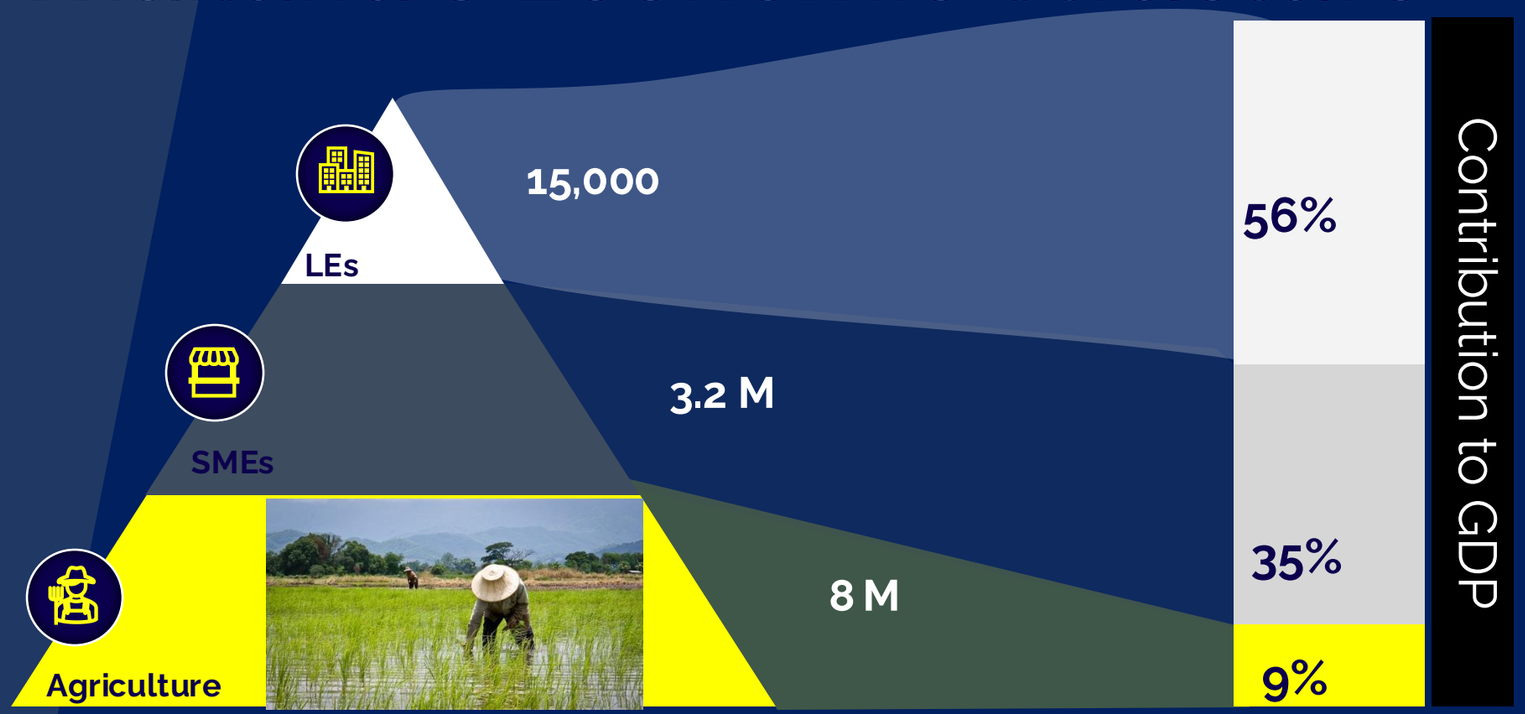
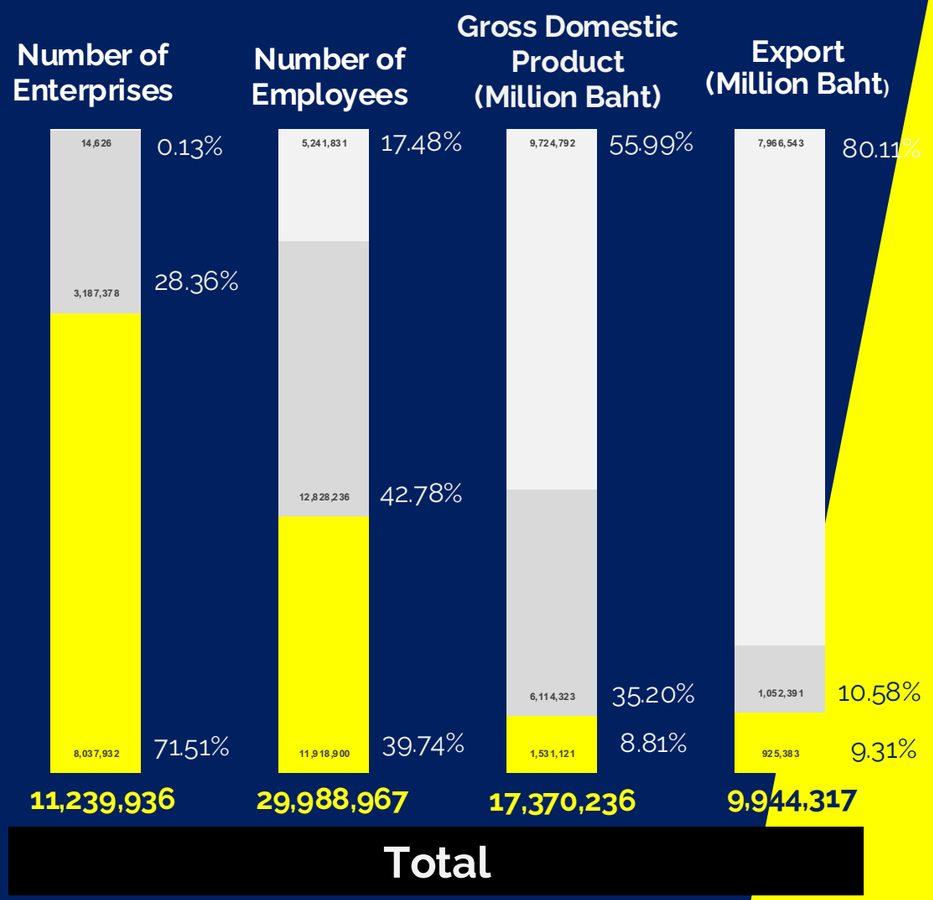
Thailand's Economic Structure





Digital Disruption

Low productivity

High competitiveness

Digital impact

Disadvantage of trade

20,187,000	3,755,300	2,994,453	527,000	12,814,778	10,606,364
Informal workers	**Government officers**	**Foreign workers**	**Unemployed**	**Elderly people**	**Children**

Source: National Statistical Office of Thailand , The Office of Small and Medium Enterprises Promotion, Office of Agricultural Economics, Office of the National Economic and Social Development, Department of Older Persons, Foreign Workers Administration Office, Department Of Provincial Administration, Social Security Office, Office of the Civil Service Commission

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Upper Northern Provincial Cluster Office

Center Northeastern Provincial Cluster Office

Lower Northeastern Provincial Cluster Office

Lower Northern Provincial Cluster

HQ

Eastern Provincial Cluster Office

Upper Southern Provincial Cluster Office

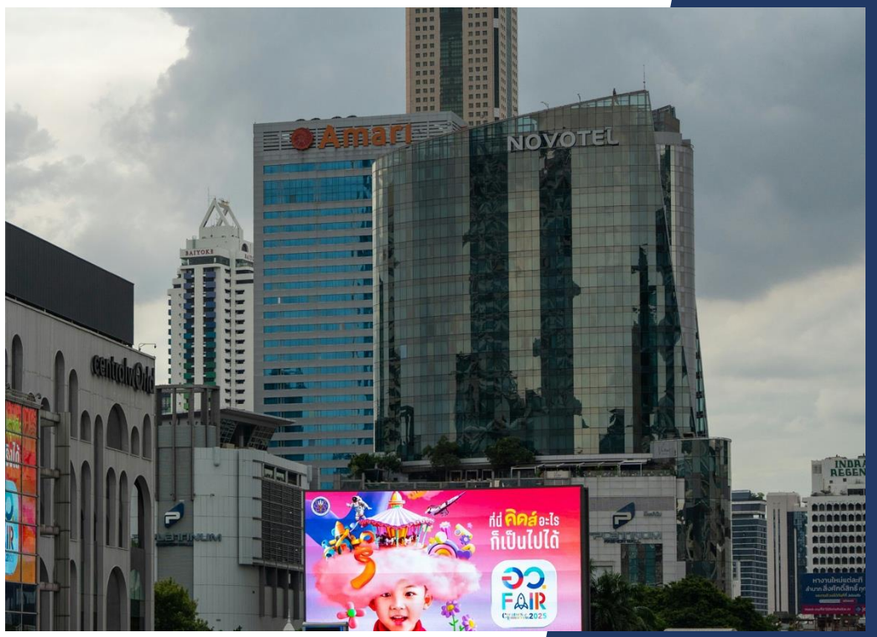
Lower Southern Provincial Cluster Office

1 Bangkok Headquarters / 8 Cluster Offices

Image Courtesy of Digital Economy Promotion Agency (depa) and Smart City Thailand Office

Digital Thailand: 20-Year Vision in Action

Thailand is executing a comprehensive 20-year Digital Development Master Plan (2018–2037) under Thailand 4.0 framework. Our government has signaled an ambitious target of digital economy reaching approximately 30% of GDP by 2030.



18th

Waseda 2024

Digital government ranking

30%

GDP Target

Digital economy by 2030

Digital Thailand represents a long-term national commitment (2018–2037) to transform the economy, government, and society through technology. The vision aligns with Thailand 4.0, targeting inclusive growth, digital literacy, and a sustainable digital economy projected to reach around 30% of GDP by 2030. Key priorities include modern infrastructure, digital ID, e-payments, smart cities, AI, cybersecurity, and data protection. This 20-year framework integrates public and private actors, ensuring resilience, transparency, and citizen-centric innovation. Each milestone builds toward a competitive, trusted, and globally connected Thailand.

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Digital Economy Promotion Plan: Four Strategic Pillars

Digital Manpower

Building workforce capacity through comprehensive skill development and certification programs

Innovation & Startups

Fostering entrepreneurship and supporting tech innovation ecosystems

Sector Digitization

Accelerating digital adoption across traditional industries and SMEs

Demand Creation

Stimulating market demand through catalogs, procurement, and digital services

depa's master plans emphasize measurable program uptake—trained professionals, certified skills, successful placements, and procurement wins.

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ASCN Smart Cities: Expanding Thailand's Footprint

Thailand's participation in the ASEAN Smart Cities Network has grown from 3 pilot cities to 6 active participants. Bangkok, Chonburi, and Phuket pioneered our involvement, with Chiang Mai, Khon Kaen, and Rayong joining in 2023.

Phase 1: 2018

Bangkok, Chonburi, Phuket launch as founding ASCN pilots

1

Phase 2: 2023

Chiang Mai, Khon Kaen, Rayong expand the network

2

2024 & Beyond

Regional collaboration and knowledge sharing intensifies

3

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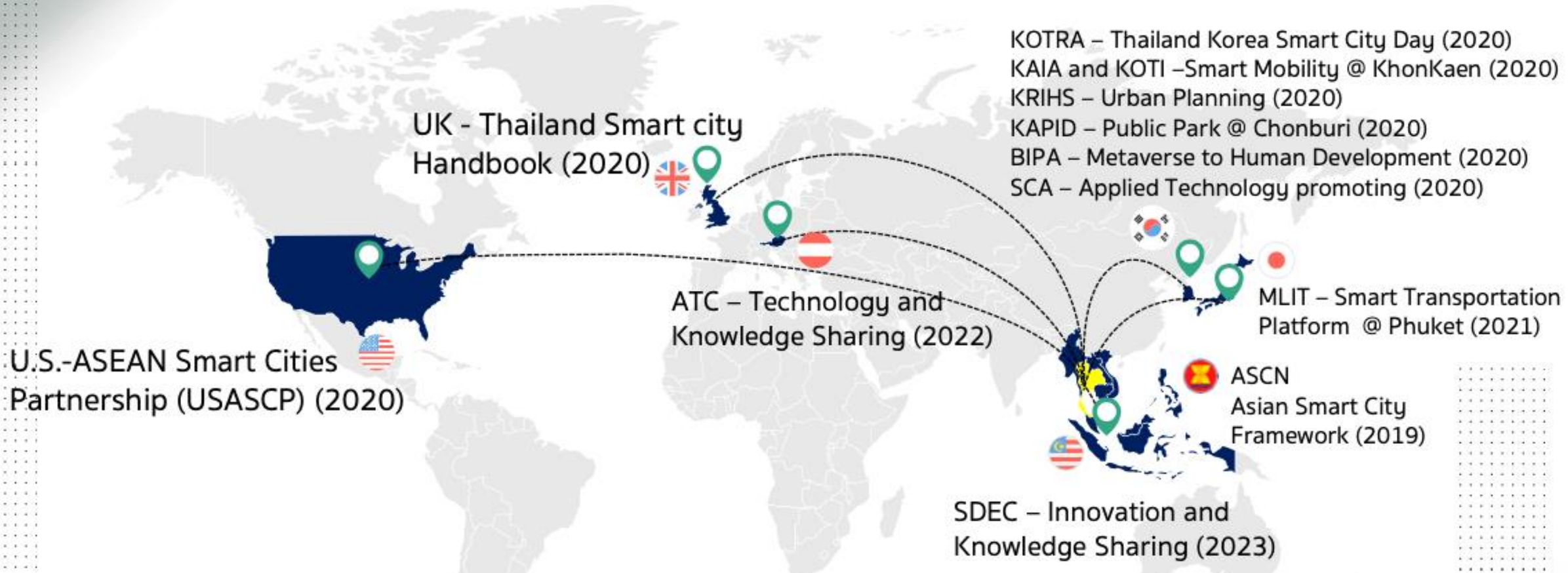
Thailand Smart City Global Networking



KOTRA - Korea Trade-Investment Promotion Agency
KAIA - Korea Agency of Infrastructure Technology Advancement
KOTI - The Korea Transport Institute
KRIHS - Korea Research Institute for Human Settlements
KAPID - Korean Association for Photonics Industry Development
BIPA - Busan IT Industry Promotion Agency
SCA - Korea Smart City Association

ATC - Austria Technology Corporation
MLIT - Ministry of Land, Infrastructure, Transport and Tourism, Japan
SDEC - Sarawak Digital Economy Corporation, Malaysia
ASCN – Asian Smart City Network

7 Cities (Thailand) ASCN: Bangkok, Chiang Mai, KhonKaen, Phuket, Chonburi, Chachoengsao, Rayong

Image Courtesy of Digital Economy Promotion Agency (depa) and Smart City Thailand Office

ThaiD: Digital Identity at National Scale

Thai digital ID adoption has accelerated rapidly, with news reports citing 40M+ active users as policy programs like the digital wallet initiative drove mass onboarding.

1. **DOPA/ThaiD App**
   Core identity verification platform
2. **DGA Services**
   Government service integration layer
3. **Banking KYC Rails**
   Financial sector interoperability

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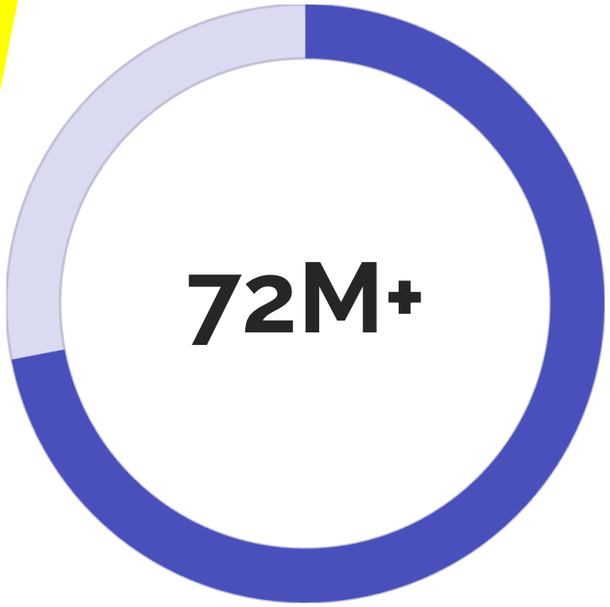
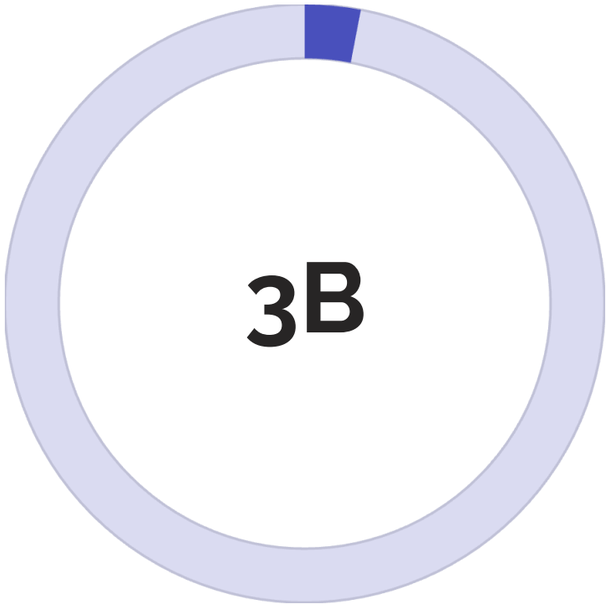
PromptPay: Regional Success Story



Registrations

Total PromptPay users nationwide



Monthly Transactions

Processing volume by 2024

Out of $190.9 billion USD monthly.

Launch Year

Continuous growth trajectory

Near-ubiquitous usage in daily commerce, with expanding cross-border linkages to Singapore, Malaysia, and other regional partners through BOT/NITMX initiatives.

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Cloud-First Policy: Government Workloads Transformed

01

Policy Framework

Thailand adopted cloud-first posture for government operations with clear legal guidelines

02

DGA Guidance

Comprehensive support for G-Cloud implementation and procurement processes

03

Classification System

Decision tree framework: public cloud vs government cloud based on data sensitivity

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AI & Cybersecurity: Governance Frameworks

National AI Strategy

Cabinet approved NAIS 2022–2027 on July 26, 2022. Five strategic pillars cover ethics, infrastructure, human capital, innovation, and sector promotion—targeting hundreds of agencies using AI by 2027.

- ETDA AI Governance Guidelines
- Organizational deployment frameworks

Cybersecurity Framework

Cybersecurity Act B.E.2562 (2019) established NCSC and Critical Information Infrastructure (CII) regime. Draft 2025 amendments refine incident response and compliance duties.

- NCSC policy coordination
- ThaiCERT operational response

Thailand has adopted a dual-track approach to emerging technologies—promoting innovation while safeguarding trust. The National AI Strategy and Action Plan (2022–2027) sets priorities for responsible AI, focusing on ethics, human capital, infrastructure, and sector pilots. Complementing this, the Cybersecurity Act B.E. 2562 established the National Cybersecurity Committee and critical information infrastructure regime, requiring incident reporting and baseline security controls. New guidelines from ETDA and the NCSC integrate cloud, AI, and data security. Together, these frameworks ensure that technological adoption remains safe, resilient, and aligned with global standards, positioning Thailand as a trusted digital hub.

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Data Protection & Digital Marketplace

1

PDPA Enforcement

Fully effective since June 1, 2022. Cross-border transfer rules active since March 24, 2024. First administrative fine of THB 7M announced in late 2024.

2

Thailand Digital Catalog

DEPA's marketplace for pre-qualified digital solutions streamlines public procurement with standardized specs and pricing.

3

dSURE Trust Labels

Assurance program providing quality and safety signals for digital products and services in government procurement.

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Building Digital Capacity: Infrastructure & Skills

Thailand Digital Valley

Multi-building campus in Si Racha (EECd) targeting 20K+ digital jobs and significant private investment by 2025.

Digital Skill Roadmap

100+ certified courses offered in 2024, scaling to ~500 courses across competency clusters by 2027.

Big Data Institute

Flagship platforms include HealthLink, TravelLink, EnviLink, plus ThaiLLM and executive training programs.

Looking Forward: Ready for deeper NCA collaboration on data-sharing MOUs, AI governance playbooks, cross-border payment pilots, and joint cyber exercises.

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Thailand

Digital Valley Landscape

Image Courtesy of Digital Economy Promotion Agency (depa) and Smart City Thailand Office

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Appendix: Acronyms & Terms:

ASCN — *ASEAN Smart Cities Network*
Regional cooperation platform connecting pilot cities across ASEAN to share solutions and projects.
BDI — *Big Data Institute* (formerly GBDI, Government Big Data Institute)
Thailand's public organization leading national big-data platforms and AI/data projects.
BOT — *Bank of Thailand*
Central bank overseeing PromptPay and digital payment infrastructure.
CII — *Critical Information Infrastructure*
Designated sectors (e.g., energy, telecom, finance) under Thailand's Cybersecurity Act requiring mandatory protection measures.
DGA — *Digital Government Development Agency*
Agency under the Prime Minister's Office responsible for digital government transformation and cloud-first policy.
depa — *Digital Economy Promotion Agency*
National agency driving digital literacy, startup ecosystem development, smart city programs, and digital economy promotion.
dSURE — *Digital Service User Reliable & Easy*
depa-backed trustmark/label program certifying digital products and services for safety, security, and reliability.
EGDI — *E-Government Development Index*
UN benchmark ranking of digital government maturity across countries.
EEC / EECiti — *Eastern Economic Corridor / EEC Smart City (EECiti)*
Flagship special economic zone and smart city development hub in Thailand's Eastern Seaboard.
ETDA — *Electronic Transactions Development Agency*
Regulator for digital transactions, AI governance, and cybersecurity guidelines.
NAIS — *National AI Strategy & Action Plan (2022–2027)*
Thailand's official AI roadmap with goals for adoption, ethics, infrastructure, and skills.
NCSC — *National Cyber Security Committee / Center*
Body established under the Cybersecurity Act to oversee national cyber policy and incident response.
NITMX — *National Interbank Transaction Management and Exchange*
Entity managing PromptPay and real-time retail payment clearing in Thailand.
PDPA — *Personal Data Protection Act*
Thailand's data protection law (effective June 2022), modeled on GDPR principles.
PDPC — *Personal Data Protection Committee*
Independent regulator enforcing PDPA compliance and issuing transfer rules.
PPP — *Public-Private Partnership*
Financing and delivery model widely used in smart city, EEC, and infrastructure projects.
ThaiD — *Thailand Digital ID*
Government-backed digital identity app for authentication across banking, government, and e-services.
TDV — *Thailand Digital Valley*
Innovation hub in Si Racha (EECd) designed to attract investment and foster the digital economy.

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